

Marketing Sciences Unlimited Expands Qualitative Team With Research Director Hire

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Marketing Sciences, an agency specialising in retail, FMCG, financial and technology research has appointed Oona Cashin as Research Director in the Qualitative team.

Oona joins Marketing Sciences Unlimited from Crucible Research Limited where she was the co-owner and Director. With over 20 years' experience working with clients in retail, FMCG, leisure, beauty, NFP and the education sector, Oona brings a wealth of experience and knowledge with her.

Oona said: "I am looking forward to working closely with Marketing Sciences Unlimited's existing client base and developing new business relationships. The team are passionate and have built a fantastic reputation for getting close to the consumer and delivering insights to help client businesses grow."

Jane Rudling, Managing Director, said: "We are very pleased to welcome Oona to the team. Qualitative research is a growth area of the business and reflects our clients need to get a deeper understanding of their customers to help shape their strategic plans. We have no doubt that her extensive client experience at Crucible Research Limited and knowledge of the industry will be invaluable to us as we constantly look to be innovative and creative in our approach."